

ABSTRACT OF THE DISCLOSURE

The present invention is directed to a novel display sign design intended to more effectively attract potential buyers' attention. A display sign of the invention comprises generally two portions: a main panel portion including a depiction of a character, such as a person, and a field for receiving a sign; and an appendage portion extending from the main panel portion to point to an item. The appendage portion includes a depiction of an appendage, such as an arm, of the character depicted on the main panel portion, so that the character on the display sign as a whole appears to be pointing to the item that the sign is advertising. The depiction of such pointing character is effective in attracting peoples' attention.